



NEWS RELEASE

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Sue McCombs Honored As Central California Women in Business Advocate of the Year Small Business Week May 2004



Sue McCombs

Fresno, CA – The Fresno District Office of the U. S. Small Business Administration has named Ms. Sue McCombs as the 2004 Central California Women in Business Advocate of the Year. Advocate awards are presented by SBA as part of National Small Business Week celebrated nationally, May 17-21, 2004.

McCombs was selected for this prestigious award because of her outstanding advocacy efforts and commitment to support women entrepreneurship. Nominations for this award were solicited from throughout the 15-county Central California area.

Carlos G. Mendoza, District Director of the Fresno SBA Office, said, "Sue is a role model for all women owned businesses. Not only is she a tremendous asset as a mentor, but she is also a leader in our business community. We are honored to present Sue McCombs with the Central

California Women in Business Advocate of the Year Award."

Sue McCombs is President of McCombs & Associates of Fresno. McCombs & Associates, a management and human resource counseling firm, was started by McCombs in 1989. The firm specializes in outplacement, performance improvement, executive coaching and career management services to clients throughout Central California.

McCombs said, "Working with entrepreneurial women has been extremely rewarding. To watch women grow personally and professionally as they pursue their dreams has been a great experience for me."

McCombs volunteers for numerous organizations and her contributions are enormous. McCombs founded "Suiting Up for Success" in 1998, a program designed to reward successful graduates of Fresno City College's Welfare to Work program with job interview clothing. By soliciting her professional network, clients and the public at large, McCombs collected in excess of 3,000 garments and over \$85,000 in gifts-in-kind for the project in the first year. The program has continued to receive clothing donations on an ongoing basis throughout the years.

Locally, McCombs is a member of several different organizations including the Fresno Business Council, the Human Resource Association of Central California, the Fresno City College Business Advisory Council, the Society of Human Resource Management, the Fresno Women's Network and the California Chamber of Commerce.

McCombs was nominated for this award by Roland Austin a retired Management Consultant of the former Resource Unlimited Group. Austin said, 'Sue McCombs is a businesswoman who thinks beyond the boundaries and is committed to improving the Central Valley's economic future by challenging her clients to create a vision not only for their company, but also for their community.'

The award is given to individuals who are committed to the advancement of women's business ownership. Nominations are evaluated on the following criteria:

- Active support for legislative or regulatory action designed to help small businesses.
- Efforts to increase business and financial opportunities for women.
- Legal, financial or managerial assistance provided to enhance women's business ownership.
- Volunteer efforts to strengthen the role of women business owners within the community.
- Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
- Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

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